Delmon Acadmy

NCFE Level 2 Certificate in Digital Promotion for Business



THESE QUALIFICATIONS PROVIDE LEARNERS WITH ESSENTIAL WORKPLACE SKILLS, INCLUDING TEAMWORK, COMMUNICATION, AND PROBLEM-SOLVING. THEY ALSO COVER PROFESSIONAL BEHAVIOUR, DIGITAL PROMOTION CONCEPTS, AND SOCIAL MEDIA, SUPPORTING CAREER GROWTH AND FURTHER STUDY.

Learning Outcome

- Digital Marketing Fundamentals:
- Understand and plan digital promotional activities using SEO, social media, and emerging digital tools.
- Content Creation & Engagement:
- Create effective digital content and use online platforms to attract and engage target audiences.
- Campaign Planning & Execution:
- Design, coordinate, and manage digital campaigns aligned with business goals and customer needs.
- Email & Mobile Marketing:
- Develop and implement email and mobile strategies to increase reach, downloads, and user engagement.

UNITS

- Unit 01 Digital promotion for business (Y/507/4155) - 20 hours
- Unit 02 Understanding search engine optimisation for business (D/507/4156) - 20 hours
- Unit 03 Coordinating the use of digital media for business (H/507/4157) - 20 hours
- Unit 05 Emergent digital techniques for business (K/507/4158) - 20 hours
- Unit 06 Producing digital promotional content for business (M/507/4159) - 20 hours
- Unit 09 Understanding social media (M/507/4162) - 20 hours
- Unit 10 Email campaigns for business promotion (A/615/8544) - 20 hours
- Unit 11 Mobile phone applications for business (T/615/8543) - 20 hours

Assessment

- Internally assessed and externally quality assured portfolio of evidence.

Training Methodology

- Higher thinking skills; Presentation, Discussion, Classroom activities and Practical skills.

Total hours

- 160 HOURS

77111176 -35554382-36588896

@ Delmon.academy
https://delmonacademy

Al Hoora, Bldg. 319 (Exhibition Street)